



CITY OF FALLS CHURCH

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City of Falls Church Hires Business Development Manager



FALLS CHURCH, VA. – City Manager Dan McKeever announced today the hiring of Elizabeth “Becky” Witsman as Business Development Manager for the City of Falls Church. As Business Development Manager, Witsman will join the staff of Economic Development Director Rick Goff. She will be the City’s point person for outreach to local businesses and their primary liaison within the City organization. With responsibility for creating and implementing programs and services to assist in the retention and attraction of businesses, Witsman will also develop strategies designed to revitalize targeted commercial areas of the City.

Witsman leaves her current position as Executive Director of the Southeast Fairfax Development Corporation (SFDC), an organization she has served since 1989. The SFDC is a nonprofit agency that focuses on commercial revitalization along Richmond Highway (Route 1) between the Beltway and Woodlawn. During Witsman’s career with the SFDC, nearly \$2 billion was invested by the private sector in a 7.5-mile corridor that includes more than 800 businesses. Witsman graduated from Auburn University with a bachelor’s degree in political science.

“Becky brings a wealth of knowledge, skills and experience to the City of Falls Church. We are excited to add her to our economic development team at time of great activity and opportunity in the City,” stated Goff. Witsman will begin her duties with the City on April 11, 2005.

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